

SHERWIN-WILLIAMS

1959 HOME DECORATOR

AND HOW-TO-PAINT BOOK



Helpful Ideas
on Paint and Color
from your
Sherwin-Williams
Dealer



VOLINIA GENERAL STORE

Ed and Vesta McDaniel

Volinia, Michigan

Phone: Dowagiac ST 2-6297





THIS IS YOUR BOOK OF WONDERFUL IDEAS

Sherwin-Williams color experts have assembled a thousand and one new decorating ideas for you. Each one is interpreted with famous Sherwin-Williams Paints . . . and we sincerely believe that you will achieve outstanding results by using them.

Someday soon, drop into our store. We'd like to show you how easy and inexpensive it is to bring reality to your fondest decorating ideas.

Examine this beautiful room carefully. See how the painted walls and woodwork make a charming background for all the furnishings. Painted areas like these influence the beauty of a room more than anything else, yet they are the easiest and least expensive to do. You can paint new beauty like this into *your* home!

WALLS: Super Kem-Tone Bluebell. CEILING: Super Kem-Tone Ceiling Flat White. WOODWORK: Kem-Glo Stay White. FURNITURE: Upholstered—Globe Furniture Co., High Point, N. C. Tables—Imperial Furniture Co., Grand Rapids, Mich. COLOR HARMONY GUIDE—Page 106

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HOW TO PLAN YOUR INTERIOR COLORS BEFORE YOU PAINT . . .

Color . . . and combinations of colors have the greatest influence on the beauty of a room. And our Sherwin-Williams COLOR HARMONY GUIDE for interior decorating shows you 1,500 exquisite color harmonies. It takes all the guesswork out of color selection by demonstrating which colors will go together best in any room in your home.

Before you do any decorating, be sure to see and use this exclusive Sherwin-Williams color service. Remember, you can borrow the Color Harmony Guide *free* at our store . . . and make color miracles happen in your home.



Borrow this helpful Color Harmony Guide . . . free!

CHOOSE THE HOUSE PAINT COLORS THAT ARE PERFECT FOR YOUR HOME . . .

A touch of color can be a beauty treatment for the outside of your house.

But the colors you select are so important! That's why we heartily recommend the use of our wonderful Sherwin-Williams

House Paint Color Selector for planning your new exterior color scheme. This easy-to-use Selector displays every one of the 91 Sherwin-Williams House Paint Colors . . . arranged to show you a big variety of body and trim color combinations.



Free at our store . . . 16-page book full of down-to-earth information that can save you money and hours of time. Follow the advice given in this book and you will be sure to get the best house-painting job you've ever had.



Left WALLS AND CEILING: Super Kem-Tone Mist Green
 WOODWORK: Kem-Glo Mist Green
 FURNITURE: Stanley Furniture Co., Inc., Stanleytown, Va.
 COLOR HARMONY GUIDE—Page 41



WALLS: Super Kem-Tone Camellia Pink
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Camellia Pink
 FURNITURE: Drexel Furniture Company, Drexel, N. C.
 COLOR HARMONY GUIDE—Page 136

WALLS: Super Kem-Tone Lorikeet Blue
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Stay White and Lorikeet Blue
 FURNITURE: Heritage Furniture, Inc., High Point, N. C.
 COLOR HARMONY GUIDE—Page 114



EVERYTHING IN A ROOM CAN LOOK NEW . . . with a change of color on the walls

When the urge to "change a room" pops into your mind, let yourself go . . . and do it. As little as a gallon of Sherwin-Williams Super® Kem-Tone in the color you choose . . . can bring a wonderful feeling of pleasant living to any room in your home. You needn't buy anything new . . . and in less than a day your room is ready to live in!



PAINT A ROOM IN THE MORNING

... ENJOY IT THAT EVENING!

WALLS: Super Kem-Tone Flamingo
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Flamingo and Antwerp Blue
FURNITURE: Drexel Furniture Company, Drexel, N. C.
COLOR HARMONY GUIDE—Page 135





WALLS: Super Kem-Tone Caprice Yellow
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Caprice Yellow
 FURNITURE: B. P. John Furniture Corp., Portland, Ore.
 COLOR HARMONY GUIDE—Page 63



WALLS: Super Kem-Tone Mauve
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Mauve and Light Turquoise
 FURNITURE: Globe Furniture Co., High Point, N. C.
 COLOR HARMONY GUIDE—Page 77



WALLS & CEILING: Super Kem-Tone Shasta White
 WOODWORK: Kem-Glo Stay White
 FURNITURE: Heritage Furniture, Inc., High Point, N. C.
 COLOR HARMONY GUIDE—Page 82



WALLS: Super Kem-Tone Golden Olive and Shasta White
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Stay White
 FURNITURE: Thomasville Chair Co., Thomasville, N. C.
 COLOR HARMONY GUIDE—Page 127

Right WALLS: Super Kem-Tone Satinwood and Lorikeet Blue
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Satinwood, Lorikeet Blue and Glenwood Gray
 FURNITURE: Henredon Furniture Industries, Grand Rapids, Mich; High Point and Morganton, N. C.
 COLOR HARMONY GUIDE—Page 116

YOU CAN PAINT A ROOM . . . AND BE SO PROUD OF IT!

Right

POWDER ROOM WALLS: Super Kem-Tone New Chartreuse
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo New Chartreuse and Lorikeet Blue
 COLOR HARMONY GUIDE—Page 120



Bottom

WALLS: Super Kem-Tone Autumn Gold
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Autumn Gold and Canyon Rose
 FURNITURE: Thomasville Chair Co., Thomasville, N. C.
 COLOR HARMONY GUIDE—Page 33





Left POWDER ROOM WALLS: Super Kem-Tone Colonial Blue
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Colonial Blue and Stay White
 TABLE TOP: Kem-Glo Peach Glo
 COLOR HARMONY GUIDE—Page 112



POWDER ROOM WALLS & CEILING: Super Kem-Tone Peach Glo
 WOODWORK: Kem-Glo Peach Glo, Bluebell and Rose Beige
 COLOR HARMONY GUIDE—Page 108

SO BEAUTIFUL . . .

SO INEXPENSIVE TO DO!



WALLS: Super Kem-Tone Green Gold
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Green Gold
 FURNITURE: Morganton Furniture Co., Morganton, N. C.
 COLOR HARMONY GUIDE—Page 88



WALLS: Super Kem-Tone Canyon Rose
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Canyon Rose
 FURNITURE: B. P. John Furniture Corp., Portland, Ore.
 COLOR HARMONY GUIDE—Page 37



Left WALLS: Super Kem-Tone Light Turquoise and Shasta White
 CEILING CANOPY: Super Kem-Tone New Chartreuse and Shasta White
 WOODWORK: Kem-Glo Light Turquoise
 FURNITURE: Birmingham Ornamental Iron Co., Birmingham, Ala.
 COLOR HARMONY GUIDE—Page 83



WALLS: Super Kem-Tone Driftwood White
 CEILING: Super Kem-Tone Peacock Blue
 WOODWORK: Kem-Glo Driftwood White and Peacock Blue
 FURNITURE: Thomasville Chair Co., Thomasville, N. C.
 COLOR HARMONY GUIDE—Page 51



WALLS AND CEILING: Super Kem-Tone Forsythia
 WOODWORK: Kem-Glo Forsythia and Velvet Flat White
 FURNITURE: Drexel Furniture Company, Drexel, N. C.
 COLOR HARMONY GUIDE—Page 111



WALLS: Super Kem-Tone Sherwood Green
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Sherwood Green and Stay White
 FURNITURE: B. P. John Furniture Corp., Portland, Ore.
 COLOR HARMONY GUIDE—Page 64



**SHERWIN-WILLIAMS
BRINGS YOU
THE WORLD'S MOST
BEAUTIFUL COLORS**



Bottom

WALLS: Super Kem-Tone Moss Green
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Moss Green and Heather Rose
 CASE PIECES: Hy-Lan Furniture Co., Inc., Hickory, N. C.
 UPHOLSTERED PIECES: Globe Furniture Co., High Point, N. C.
 COLOR HARMONY GUIDE—Page 75



Left WALLS AND CEILING: Super Kem-Tone Desert Sand • FURNITURE: Heritage Furniture, Inc., High Point, N. C.
WOODWORK: Kem-Glo Desert Sand and Golden Olive • COLOR HARMONY GUIDE—Page 53

CABINETS: Kem-Glo Velvet White
WALLS AND WOODWORK: Kem-Glo Velvet White and Crest Blue
COLOR HARMONY GUIDE—Page 170



WALLS AND WOODWORK: Kem-Glo Merrie Pink
CHAIR: Kem-Glo Bluebonnet
COLOR HARMONY GUIDE—Page 61



WALLS AND CABINETS: Kem-Glo Lotus Yellow
CABINET LEDGE: Kem-Glo Watermelon
COLOR HARMONY GUIDE—Page 152



WALLS AND CABINETS: Kem-Glo Ripple Green
TABLE: Kem-Glo Teal Blue
COLOR HARMONY GUIDE—Page 160

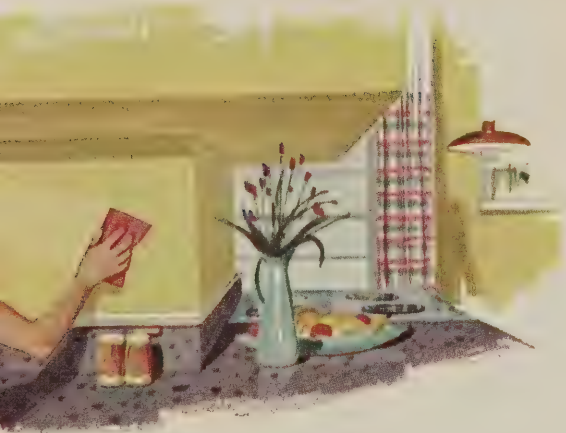
HAVE A BEAUTIFUL KITCHEN . . . THAT'S EASY TO KEEP CLEAN!



WALLS, WOODWORK AND CEILING: Kem-Glo Light Ivory • CABINETS AND DOORS: Kem-Glo Monterey Red • COLOR HARMONY GUIDE—Page 99



CABINETS AND WALLS: Kem-Glo Chiffon Blue
 RECESS: Kem-Glo Carnival Pink
 TABLE TOP: Kem-Glo Driftwood White
 COLOR HARMONY GUIDE—Page 45



ENAMELED AREAS: Kem-Glo Light Caprice and Canton Jade
 COLOR HARMONY GUIDE—Page 38



CABINETS AND WALLS: Kem-Glo Smoke Gray
 WALLS AND RANGE CANOPY: Kem-Glo Coral Rose
 COLOR HARMONY GUIDE—Page 173

RICH BEAUTY

WITHOUT BOTHERSOME

"PAINTY" ODORS



WALLS: Super Kem-Tone Watermelon
CEILING: Super Kem-Tone Watermelon and Ceiling Flat White
WOODWORK: Kem-Glo Watermelon
FURNITURE: Drexel Furniture Company, Drexel, N. C.
COLOR HARMONY GUIDE—Page 146



Left WALLS: Super Kem-Tone Linden Green • CEILING: Super Kem-Tone Flesh Pink
 WOODWORK: Kem-Glo Linden Green and Flesh Pink
 FIREPLACE: Kem-Glo Velvet White
 FURNITURE: Thomasville Chair Co., Thomasville, N. C.
 COLOR HARMONY GUIDE—Page 94



Left WALLS: Super Kem-Tone Bampton Gray
 CEILING: Super Kem-Tone Ceiling Flat White
 WOODWORK: Kem-Glo Bampton Gray
 FURNITURE: Heritage Furniture, Inc., High Point, N. C.
 COLOR HARMONY GUIDE—Page 144

WALLS AND CEILING: Super Kem-Tone Bluebonnet
 WOODWORK: Kem-Glo Bluebonnet
 FURNITURE: Case Pieces—Hy-Lan Furniture Co., Inc., Hickory, N. C.
 UPHOLSTERED PIECES: Globe Furniture Co., High Point, N. C.
 COLOR HARMONY GUIDE—Page 65

THE PERFECT PAINTS FOR CHILDREN'S ROOMS

So easy to clean

With washable Super Kem-Tone and matching Kem-Glo Enamel, Sherwin-Williams makes it easy for you to keep your child's room spotlessly clean. Super Kem-Tone is the super-washable latex wall paint. And Kem-Glo Enamel on the woodwork *washes* as easily as baked enamel.



No bothersome fumes

Paint a room today . . . your child can sleep there tonight in perfect comfort, perfect safety.



No harmful pigments

Babies touch and handle just about everything. But you have nothing to worry about when it's painted with Super Kem-Tone or Kem-Glo.



WALLS: Super Kem-Tone Sandrift
CEILING CANOPY: Super Kem-Tone Monterey Red and Delft Blue
WOODWORK: Kem-Glo Sandrift
CHEST: Lullaby Furniture Corp., Stevens Point, Wisc.
COLOR HARMONY GUIDE—Page 101



WALLS: Super Kem-Tone Crystal Green
CEILING: Super Kem-Tone Ceiling Flat White
WOODWORK: Kem-Glo Crystal Green
CHEST: Lullaby Furniture Corp., Stevens Point, Wisc.
COLOR HARMONY GUIDE—Page 148

WALLS: Super Kem-Tone Appleblossom
 CEILING AND WALL PANEL: Super Kem-Tone Appleblossom
 WOODWORK: Kem-Glo Appleblossom
 COLOR HARMONY GUIDE—Page 156



WALLS AND CEILING: Super Kem-Tone Holiday Turquoise
 WOODWORK: Kem-Glo Holiday Turquoise and Coral Pink
 COLOR HARMONY GUIDE—Page 128



WALLS AND CEILING: Super Kem-Tone Golden Yellow
 WOODWORK: Kem-Glo Golden Yellow
 DESK: Kem-Glo Smoke Gray
 BED: Kem-Glo Coral Rose and Black
 COLOR HARMONY GUIDE—Page 171



WALLS: Super Kem-Tone Radiant Lilac
 CEILING: Super Kem-Tone Linden Green
 WOODWORK: Kem-Glo Radiant Lilac and Linden Green
 CHEST: Stanley Furniture Co., Inc., Stanleytown, Va.
 COLOR HARMONY GUIDE—Page 96

CAREFREE BEAUTY FOR BATHROOMS

Right

WALLS: Kem-Glo Pumpkin

CEILING: Kem-Glo Stay White

STAND AND BENCH: Kem-Glo Moss Green

CABINETS: Kem-Glo Elfin Green and Aqua Green

COLOR HARMONY GUIDE—Page 157



WALLS AND CEILING: Kem-Glo Light Aqua
WOODWORK: Kem-Glo Light Aqua and Granada Gold
COLOR HARMONY GUIDE—Page 58

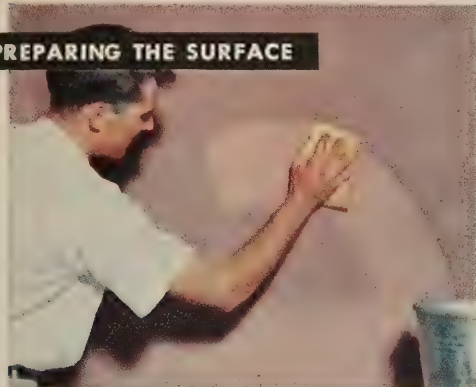
Right WALLS AND CEILING: Kem-Glo Sandalwood
WOODWORK: Kem-Glo Sandalwood and Teal Blue
COLOR HARMONY GUIDE—Page 162





SIMPLE TIPS FOR QUICKER, BETTER INTERIOR PAINTING

PREPARING THE SURFACE



Be sure it's clean. Wash glossy surfaces with a good cleaner. Let dry. Wipe off dust from wallpaper. Use Super Kem-Tone to paste down loose wallpaper edges. Repair cracks with Kem® Plastic Patch.



Fill holes in wall with Kem Plastic Patch. Smooth off chipped paint and marred areas with sandpaper. Remember, paint won't hide holes or other surface imperfections—it may, in fact, emphasize them.



Previously painted glossy surfaces should be lightly sanded to remove gloss. Wipe off with a damp cloth to remove dust. Then you are sure of a really tight bond between the old surface and the new paint.

PAINTING WALLS AND CEILING



First, paint a narrow strip as far as you can reach at corners and woodwork with a Sherwin-Williams trim brush. Then, complete the painting with a Sherwin-Williams Roller-Koater® or Wall Brush.



Start Roller-Koater in shallow end of tray. Roll it back and forth into paint until roller is uniformly saturated. Gently shake excess paint from roller back into tray. Now you're ready to "roll."



Always start in a corner. Roll or brush ceiling the short way of the room. Walls from top to bottom. Roll three strips as far as you can reach, each slightly overlapping. Smooth out by light cross-rolls.

ENAMELING CABINETS & WOODWORK



Paint toward the edges of the surface. When two or three feet of surface have been painted, cross-brush lightly . . . then level off lengthwise. This assures a uniform coat of enamel . . . free of "sags."



Wipe up spatters as you go along. For Kem-Glo, use a cloth moistened with turpentine or Sherwin-Williams Exolvent®. For Super Kem-Tone, use a cloth dampened with water.



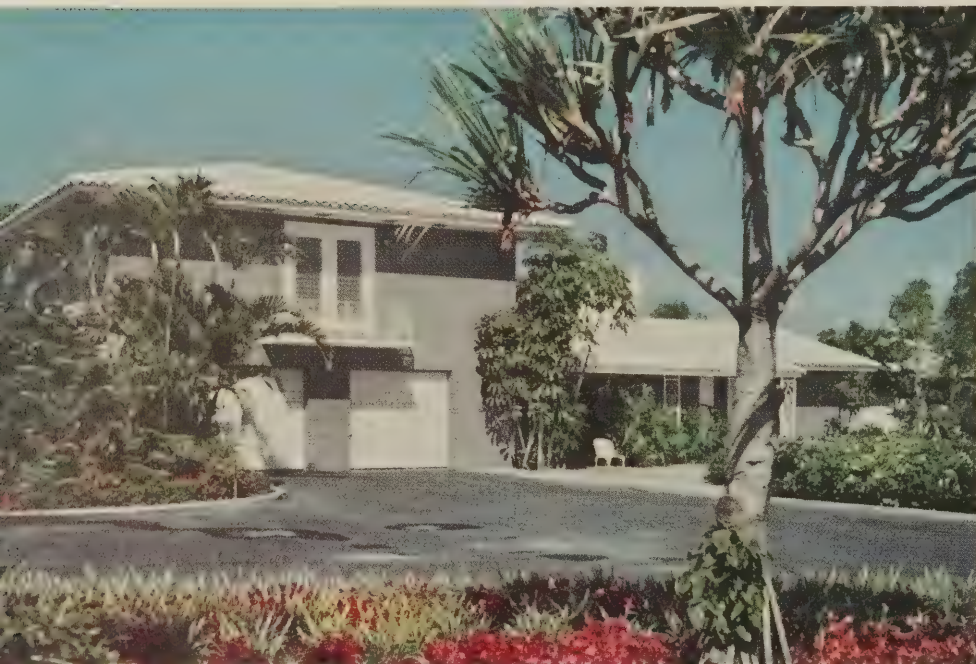
Clean Kem-Glo painting tools in Kem Paint Brush and Roller Cleaner and then rinse in cool water. Clean Super Kem-Tone brush, Roller-Koater and tray with warm, soapy water. Rinse in cool water.

OUTSIDE, TOO . . . YOUR HOUSE CAN BE

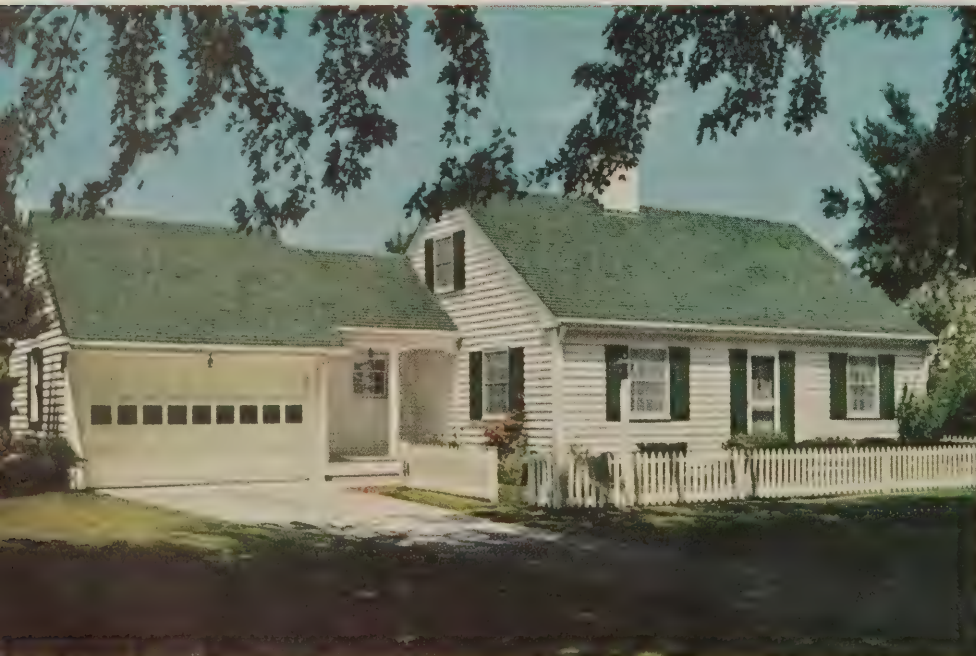
THE "ENVY OF THE NEIGHBORHOOD!"



Body: Loxon Exterior Masonry Paint Falcon Gray • TRIM: SWP Gloss Trim White



Body: SWP Velvet Flat Montebello Yellow •



Body: SWP Gloss White • TRIM: SWP Gloss Valley Green



Body: SWP Exterior Velvet Flat Flight Gray
TRIM: SWP Gloss Trim White



BRICK: Loxon Exterior Masonry Paint White

BODY: SWP Exterior Velvet Flat Redwood • TRIM: SWP Gloss Trim White



GARAGE DOOR and SHUTTERS:
SWP Gloss Ardmore Green

BODY: Loxon Exterior Masonry Paint Sand Dune • TRIM: SWP Gloss Trim White

THESE HOUSE PAINT FACTS CAN BE VERY IMPORTANT TO YOU . . .

Painting the exterior of your home involves a major expenditure of time and money. This is true whether you do it yourself or have it done. Let's face facts and recognize that your greatest economy is in having your house paint retain its beauty and protection for the longest possible time.

If you are having the painting done for you, you can expect labor costs to be several times the cost of the materials. Or maybe you want to do the job yourself, to save money. Whichever way you do it, your main objective is to make sure the job is done right and won't have to be done again for years. Let's examine these important guides to good house-painting results.

How many coats will your house need? The condition of the exterior surface of your house is the principal factor that determines whether you should put on one or two coats of house paint.

Examine closely the surface of your home. Then follow the necessary procedure and you will get the most value for your house-paint dollar.

New and unpainted surfaces always require two coats . . . first a priming coat, then a finish coat. If your home has been previously painted and is still in a smooth repaintable condition, one coat of high-quality paint will undoubtedly do the job beautifully.

If peeling, blistering or other surface deterioration exists on your house, it is probably caused by the presence of moisture . . . maybe from a leaking gutter, roofing defects, improper calking, or condensation of moisture from the inside of the home. These causes of paint failures must be eliminated first; otherwise, the same condition will reappear and spoil the new paint job. When you have remedied the cause of surface deterioration, a priming coat and a finish coat must be applied.

Which house paint is your best buy? Frankly, we recommend Sherwin-Williams House Paints because of their year-after-year record for providing more homes with longer lasting beauty and protection than any other house paint. We have found that only Sherwin-Williams House Paints give a full measure of satisfaction under all of the requirements we have just outlined to you.

FREE . . . "FACTS ABOUT HOUSE PAINTING"

16-page booklet contains valuable, down-to-earth suggestions on when and how to paint . . . what to use—how to get best results. Ask us for a free copy.

BODY: SWP Gloss Winthrop Red
TRIM: SWP Gloss Trim and Tinting White





BODY: SWP Gloss Sage Gray Dark
TRIM: SWP Gloss Trim and Tinting White



Right BODY: SWP Gloss White
TRIM: SWP Gloss Forest Green



BODY: Loxon Exterior Masonry Paint Springtime Yellow
TRIM: SWP Gloss Chelsea Gray



IF YOUR HOUSE IS MADE OF WOOD . . .

There are many different types, grades and varieties of wood used for the exteriors of houses. For instance, new wood that has never been painted requires a different painting plan than previously painted wood. Humidity, weather and fumes can dictate still another painting action.

Since you are beautifying and protecting a major investment, you will find it to your advantage to check the following facts before painting, whether you do the job yourself or have it done for you.

Is it clapboard (smooth wood siding)? If the siding is new and unpainted, it should have a prime coat of Sherwin-Williams SWP® Exterior Undercoater No. 450. This will make the surface uniform and is the proper way to prepare and seal new

wood for the final and finish coat which can be in your choice of color, or SWP Gloss White No. 471, so famous for its self-cleaning action.

If the wood siding has been previously painted and the paint film is in poor condition, you should remove (by sanding and scraping) all blistering, peeling and other deterioration. Then follow the same procedure recommended for new, unpainted wood.

Is the previously painted wood in good repaintable condition? This calls for a single-coat job. If it is white or a light shade, use famous SWP One Coat White. It is the easy-to-apply, heavy-pigmented paint that gives the protection of two coats with just one application. If you are painting on a medium or dark shade, you will require the two-coat system of undercoater and finish coat.

Left BODY: SWP Gloss White
SHUTTERS: SWP Gloss Olympus Blue



TRIM: SWP Gloss Trim and Tinting White
BODY: SWP Gloss Uranian Blue

Right BODY: SWP Gloss Royal Maroon
TRIM: SWP Gloss Trim and Tinting White



BODY: SWP Gloss Ivory • SHUTTERS: SWP Gloss Chardon Blue

Are you painting wood shakes, shingles or rough wood siding?

These surfaces are rougher and tend toward greater porosity than smooth wood siding. SWP Exterior Velvet Flat will add beauty to the interesting textures of these surfaces. The requirements are the same as recommended under *Clapboard and Previously Painted Wood*.

Do you have a mildew condition to contend with?

Then apply famous SWP Mildew Resistant White. It provides an effective barrier against further attack from this fungus. The same protection can be had with SWP Gloss in color.

Are you in an area of industrial fumes?

You can still have a beautifully painted white home . . . and have it stay white. Use SWP Fume Resisting White . . . a special formulation which has high resistance to discoloration by smoke and fumes.

Does your white paint tend to wash off onto masonry below . . . or onto area painted in color?

Then use SWP Trim and Tinting White instead of applying the regular white above these areas. This will eliminate streaking by wash-off.

**IF YOUR
HOUSE IS
MADE OF
MASONRY...**

**STUCCO
ASBESTOS SIDING
TRANSITE
CONCRETE BLOCK
FLEXBOARD
BRICK
POURED CONCRETE**



**use the house paint that is custom made for masonry
... SHERWIN-WILLIAMS LOXON***

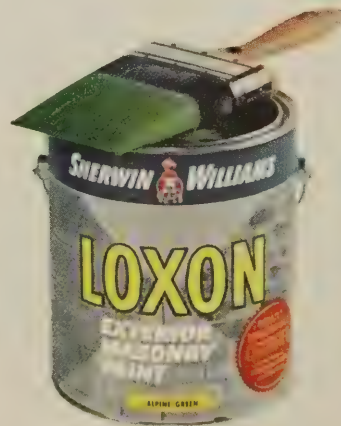
Masonry surfaces are completely different from wood . . . in texture, porosity, chemical content and paint absorption. There is a difference, too, between new and old masonry. You are throwing your money away when you use a "good-for-any-surface" type of house paint on masonry. On the other hand, when you use Sherwin-Williams Loxon Exterior Masonry Paint according to simple directions, you are sure of getting longer lasting beauty on masonry than you ever thought possible. Loxon is researched, formulated, tested and made just for exterior masonry surfaces and *only* exterior masonry surfaces. Remember these facts and you will have a beautiful masonry home . . . and enjoy it for a long, long time!

*Trade Mark



BODY: Loxon Exterior Masonry Paint White
SHUTTERS: SWP Gloss Verdas Green

**Give your masonry
house the extra
benefits of LOXON**



Ready to use . . . just stir and apply
Goes on easily . . . dries quickly
Won't chip, flake, peel or blister
Completely waterproof
No lime ingredient to burn hands or skin
Beautiful, long-lasting colors
No messy mixing of dry ingredients
Highly mildew resistant
Dampness will not discolor it



BODY: Loxon Exterior Masonry Paint Charcoal Gray
TRIM: SWP Gloss Trim and Tinting White



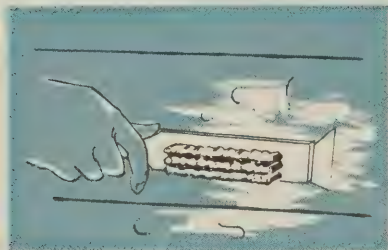
BODY: Loxon Exterior Masonry Paint White • SHUTTERS: SWP Gloss Black
TRIM AND BODY: SWP Gloss White

BODY: Loxon Exterior Masonry Paint Panama Ivory • TRIM: SWP Gloss Colony Yellow

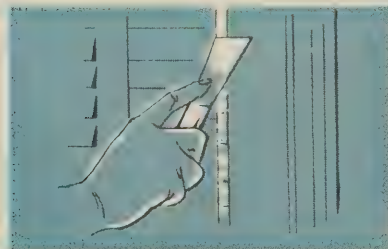


Preparing the surface for painting

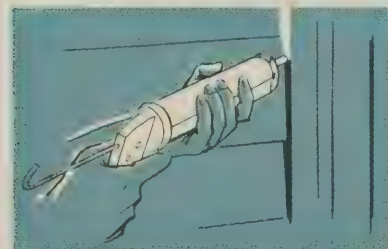
WOOD SURFACES



Remove loose paint with scraper or wire brush. Smooth off rough paint edges with sandpaper. Spot-prime bare spots with SWP Exterior Undercoater No. 450. Let dry 48 hours. Then apply over-all coat of SWP Exterior Undercoater No. 450.

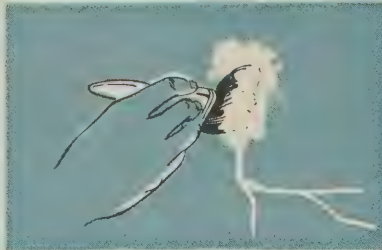


Putty window sash where required. First, remove loose, cracked putty and replace missing glazier points. Spot-prime bare wood with SWP Exterior Undercoater No. 450. Let dry 24 hours. Reputty with Dexall Glazing Compound.



Calk joints, cracks. Remove loose calk. Then spot-prime with SWP Exterior Undercoater No. 450. When dry, recalk with Dexall Caulking Compound, using pressure gun or knife. Force it thoroughly into all cracks and joints. This assures a long-lasting weatherproof seal.

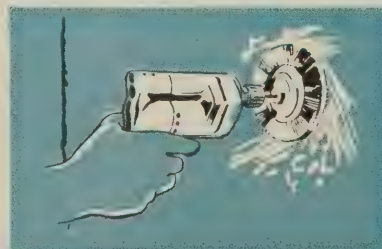
MASONRY SURFACES



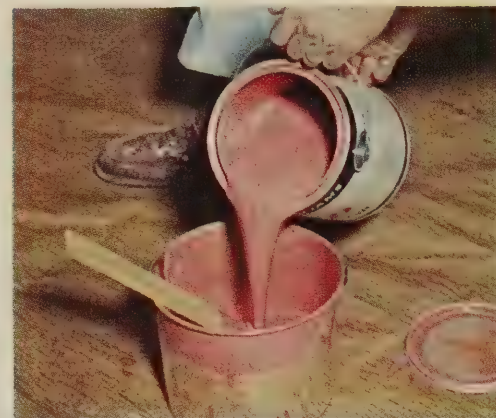
Small cracks. Brush Loxon Latex Concrete into the cracks, using circular motion, following label directions. Allow to dry 24 hours. Then apply two coats of Loxon Exterior Masonry Paint, allowing 24 hours' drying time between each coat.



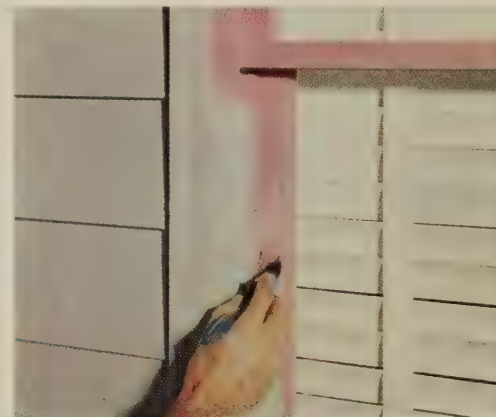
Wide cracks and holes. Thoroughly wash all loose material from cracks and holes and allow to dry. Fill cracks, holes or chipped area with Loxon Latex Concrete, following label directions. Allow to dry 24 hours before applying Loxon Exterior Masonry Paint.



Peeling, scaling, chipping. This type surface must be sandblasted or power wire-brushed. Brush away surface dust. Apply one coat of Loxon Masonry Conditioner, thinned per label directions. Allow to dry 48 hours before applying Loxon Exterior Paint.



Mix paint thoroughly by pouring top liquids into another container. Stir remainder from the bottom with an upward motion. Pour back top liquids and mix thoroughly. Stir occasionally during painting.



Paint windows with sash brush. Do narrow pane dividers first, followed by the wider crossrails and vertical stiles. Do the casing, sash and trim last. Move sash before completely dry, to prevent sticking.

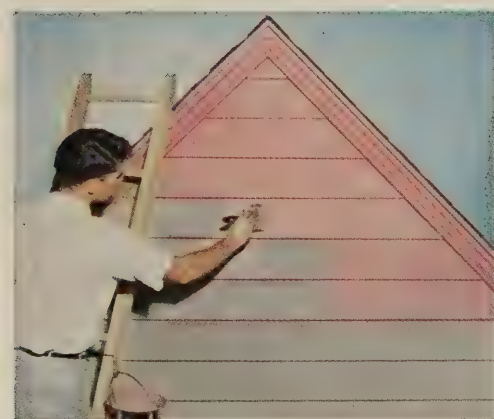
PROFESSIONAL HINTS FOR A BETTER, EASIER JOB



Remove shutters, screens and storm windows. Place flat on saw-horses. Paint one side at a time. Let dry 24 hours. Then do the other side. Don't forget the edges.



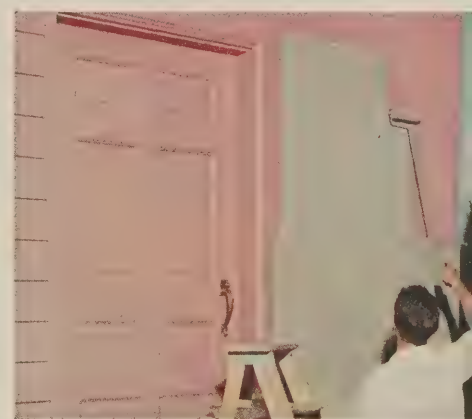
Protect your shrubbery in the area you are painting. Cover it with an old sheet . . . or use inexpensive dropcloths available at our store in various types of material . . . paper, cloth or plastic.



Always start at the top of the part of the house you are painting. Work your way completely across that area in even, horizontal strips, painting the eaves as you go. This will eliminate all evidence of stop-and-go painting.



When level with the roof line, start each new horizontal strip of painting at the corner and work across. Don't reach farther than is comfortable. It's easier to move the ladder. Paint the gutters and downspouts as you go.



For easier, faster painting on all masonry, use the long-handled Roller-Koater. First "cut in" around window frames, etc., with a brush, working ahead of the rolling. Complete with roller.



Door painting starts with the panel moldings, then the panel. Next the crossrails, from side to side. Then the stiles, top to bottom. Paint flat doors across from top to bottom, followed by upward strokes to eliminate sags.



Paint porch floors and steps last. Make sure wooden floors and steps are thoroughly dry before painting. Avoid painting yourself into a corner. Use S-W Porch and Floor Enamel in a harmonizing color.



Good brushes can be used many times if properly cleaned and stored. Use Kem Paint Brush and Roller Cleaner on brushes used in oil paint. It works quickly. Use soap and water on Loxon brushes.

For colorful floors that defy wear and weather!



SHERWIN-WILLIAMS

PORCH and FLOOR ENAMEL

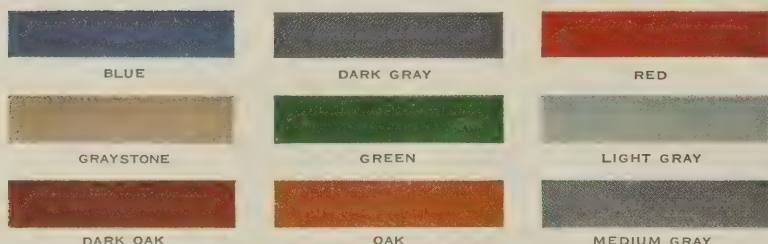
Long-lasting—built to walk on, run on, jump on . . . it's one floor enamel that really *likes children!*

Easy to use—brushes or rolls on smoothly, dries overnight to a smooth, watertight finish on wood or concrete.

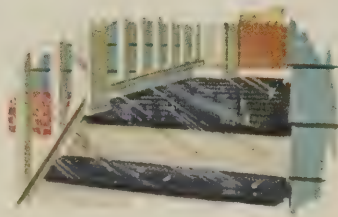
Fade-resistant colors—designed by Sherwin-Williams Color Studios to give you true beauty in the world's toughest floor enamel.

Pounding feet and grinding wear hold no terrors for Sherwin-Williams Porch and Floor Enamel. It dries to a brilliant, tough finish that stays gleaming and beautiful through the months and years.

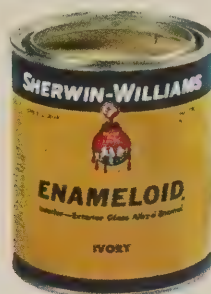
Especially popular for porch floors, it's also a wise choice for entranceways, interior floors, hallways and stairs—and other areas where you want a colorful surface that defies wear.



. . . "stands up" under all kinds of punishment from weather, water and wear!



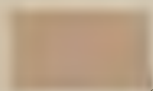
FOR SPARKLING, HIGH-GLOSS BRILLIANCE—INDOORS OR OUT!



**High Lustre
Long Life
Brilliant Colors
Easy to Apply**

Sherwin-Williams Enameloid® is the all-purpose enamel of a thousand uses: for furniture, woodwork, walls, cupboards, radiators, pipes, toys, bicycles, garden tools . . . for anything, new or old, that needs a high-gloss, durable enamel finish.

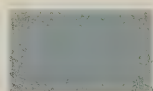
Enameloid is available in a wide range of sparkling colors, plus white and flat black. It's heat and stain resistant, easy to keep clean, and amazingly durable. Protects as it beautifies—on any surface. Flows on easily and dries quickly to glistening beauty.



ROSE MIST



SEASPRAY GREEN



PASTEL BLUE



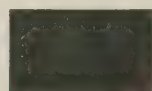
IVORY



LIMETONE



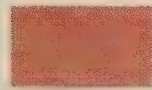
CANTON JADE



BLACK



DAWN GRAY



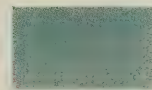
FLAMINGO



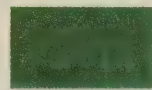
JONQUIL YELLOW



FLAME RED



REGAL TURQUOISE



KILLARNEY GREEN



BLUE

... ALSO WHITE AND FLAT BLACK

THIS SUPERIOR VARNISH COMBINES BEAUTY AND RUGGED DURABILITY

Sherwin-Williams Mar-Not® is the clear, plastic varnish that shows off all the beauty of the wood. It provides long-lasting protection that is highly stain and wear resistant. Free-flowing, quick-drying Mar-Not is the finest interior varnish ever formulated. Available in gloss or satin finish for floors, woodwork and furniture.



EXTERIOR VARNISH WITH BUILT-IN WEATHER RESISTANCE

Sherwin-Williams Rexpa® Varnish is durability-proved in rugged marine service . . . even in salt-water areas. It's a real *seal-against-the-weather*, afloat or ashore. Rexpa Varnish is also ideal for outdoor furniture, doors and woodwork—any wood that must stand up against the punishing effects of sun, weather and water.



HERE'S THE PERFECT BASEMENT WALL PAINT

THAT MOISTURE and DAMPNESS CAN'T HARM

won't peel . . . crack . . . chip . . . or flake!

Your basement painting problems are ended for good when you apply Sherwin-Williams Loxon Basement Wall Paint. It is the first truly permanent paint that literally defies the causes of paint failures . . . dampness, alkali, water. Even repeated washing and scrubbing will not harm Loxon.

Just one coat of Loxon Basement Wall Paint, applied according to simple directions, can give your home a lot of extra room to live in! Eight beautiful colors created especially for basement walls. There is a wonderful white, too.



HERE ARE LOXON'S BIG ADVANTAGES

- Ready to use
- No "painty" odor
- Guaranteed washable
- One coat usually covers
- Mildew resistant
- Nontoxic, nonflammable
- Dries fast
- Won't rub off on hands or clothing
- Alkali-proof
- Long-lasting



BRICK



TILE



STUCCO



CEMENT BLOCK



POURED CONCRETE



STONE



BEST WAY IN THE WORLD TO PAINT CONCRETE FLOORS

SHERWIN-WILLIAMS LOXON

CONCRETE FLOOR ENAMEL

Loxon Concrete Floor Enamel is the new latex-base enamel especially formulated for basement floors, porches, patios and breezeways. Moisture, dampness and alkali . . . which attack and destroy ordinary concrete paints . . . cannot harm Loxon. You're always sure of long-lasting beauty on concrete floors when you apply Loxon . . . the wonderful, new latex floor enamel. Wide choice of new colors.



for basement floors . . .



for porches and steps . . .



for patios . . .



for breezeways . . .



EASY . . .

Loxon is ready to use and flows on smoothly without the usual brush-drag. Cleanup after painting is simple with plain soap and water.



FAST . . .

Loxon dries to touch in 20 minutes. Overnight, it's ready for heavy traffic. No long time-out for floor painting.



BEST . . .

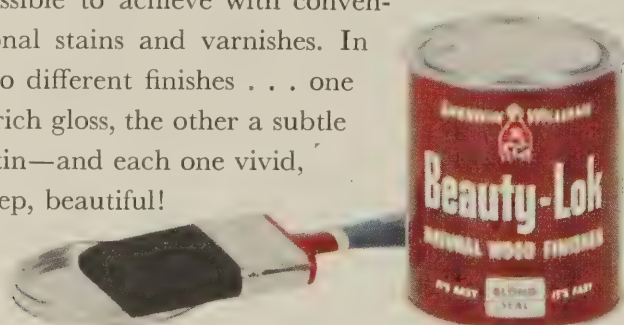
Loxon has been tried, tested and proved in its abilities to withstand the punishments of abrasion, moisture and alkali.



NATURAL WOOD FINISH IN EXCITING COLORS!

SHERWIN-WILLIAMS **BEAUTY-LOK[®]**

You can color-style wood paneling, cupboards, floors, woodwork and furniture with this unique, varnish-like finish. It's easy. And how your guests will rave about your work! The natural grain of the wood itself plus color . . . that's the Beauty-Lok look! With it you can create new effects impossible to achieve with conventional stains and varnishes. In two different finishes . . . one a rich gloss, the other a subtle satin—and each one vivid, deep, beautiful!



Just a few of Beauty-Lok's many lovely effects



WOOD PANELING



FURNITURE



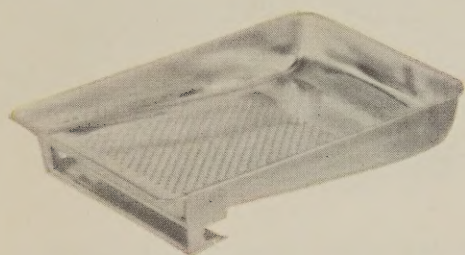
CUPBOARDS



WOODWORK

HERE ARE THE TOOLS ...TO DO THE JOB RIGHT!

With Sherwin-Williams quality in both paints and *painting tools*, you have the secret of really professional *results*! Don't waste money by handicapping yourself with inferior brushes or other equipment . . . the best costs little at our store!



Sturdy, Deep-Well Painting Tray . . . traction bottom assures nonskid loading for smooth, even paint distribution . . . built-in ladder clamps.



Long-Fellow Paint Roller . . . for stand-up painting of floors, decks, garage roofs . . . and out-of-the-way places.

For Free-Wheeling Application . . . choice of precision-built paint rollers . . . quality fabrics to suit all types of paint.

FURNITURE FINISHING FACTS

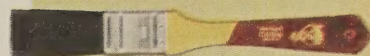
... you'll want this handy book!

Finishing (or refinishing) furniture, paneling or woodwork? This guidebook can save you hours . . . and it gives you the professional secrets of achieving a real master-painter's work! 32 pages cover staining, bleaching, varnishing, enameling, antiquing, etc. Step-by-step illustrations. Only 25c a copy at our store.



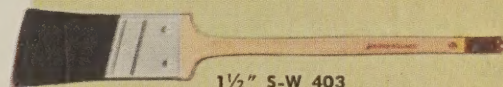
SHERWIN-WILLIAMS BRUSHES SAVE PAINTING TIME!

They're scientifically designed to flow the paint on with less drag . . . and without annoying shedding of bristles. To save still more time, have an *assortment*—so you can always use the right brush for the job at hand!



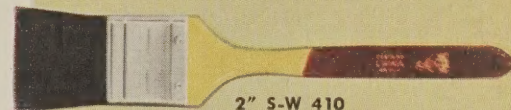
1" S-W 227

For small shapes and special types of decorating—1" touch-up brush.



1 1/2" S-W 403

For faster, easier narrow-edge and corner painting—try the angular cut 1", 1 1/2" or 2" brush (long, pencil-style handle).



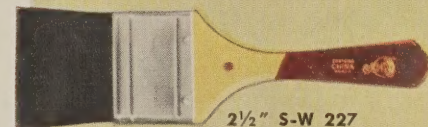
2" S-W 410

For window sash, other narrow-edge painting—1", 1 1/2" or 2" flat or oval brush.



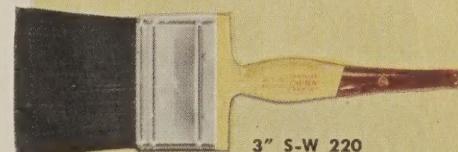
2 1/4" Kem Trim

For woodwork, paneling, trim—2 1/4" size is the most popular.



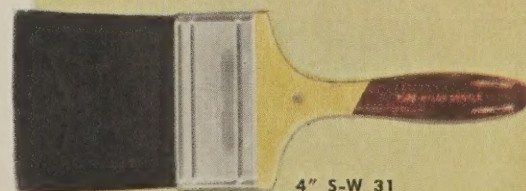
2 1/2" S-W 227

For table tops, cabinets, other small areas—1 1/2" to 3" brush.



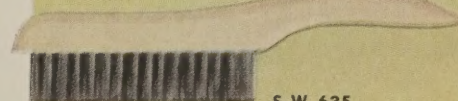
3" S-W 220

For varnishing, painting, shellacking floors—3" panel brush.



4" S-W 31

For large, flat areas—walls, ceilings, exterior siding, for masonry surfaces, too—3" to 6" brush (4" is recommended).



S-W 635

For wire brushing loose paint from hard-to-reach places preparatory to refinishing, use block-style wire brush for cleaning large areas.

OLD FINISHES FLOAT OFF WITH WATER AND WASH-A-WAY PAINT REMOVER

Forget all you've ever heard about removing old finishes. Forget the scraping, sandpapering, hard work. Wash-A-Way makes the job easy and quick. It loosens the old finish so it literally floats away, with water. Non-flammable. Safe. And it won't harm even the most delicate wood.



SPRAY IT ON FAST! S-W SPRAY ENAMEL

Not just ordinary spray enamel, but Sherwin-Williams highest quality enamel in a convenient spray can. Use it for indoor and outdoor furniture, tools, toys and other small objects and areas. At the touch of a button, it delivers a uniform spray of high-gloss, durable enamel. Big choice of brilliant colors.



KEM® PAINT BRUSH AND ROLLER CLEANER Cleans Brushes, Rollers, Hands without fuss or muss

This new cleaner makes it extremely easy to clean brushes and other tools used in varnish or oil-base paints. Just soak them in a small amount of cleaner and rinse under a stream of cool water. That's all you do!



SCUFF-PROOF BEAUTY LIN-X® CLEAR GLOSS VARNISH

Especially formulated to keep printed linoleum surfaces bright and new. Wears like iron—wipes clean. Recommended for wood floors, paneling, furniture, woodwork—and boats, too!



Every man's a
"handyman"
with
DEXALL®
products!

*Trade-mark

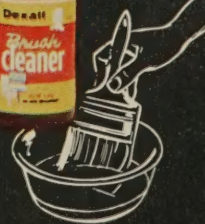
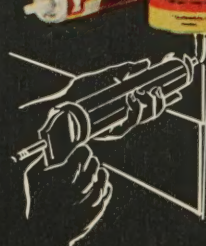
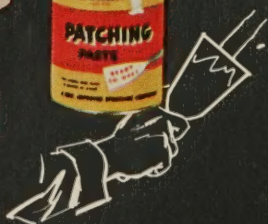
REPAIR WALL
CRACKS
PERMANENTLY
Dexall Patching
Paste



SEAL WEATHER
OUT
Dexall Caulking
Compound



RENEW HARDENED
PAINT BRUSHES
Dexall
Brush Cleaner



MASONRY REPAIRS WON'T BREAK LOOSE WHEN YOU USE LOXON LATEX CONCRETE!

Permanently repairs cracks or breaks in all types of interior and exterior masonry . . . stucco, driveways, sidewalks, steps, porches, floors, walls, swimming pools, etc. Self-curing . . . no roughening or etching of surfaces to be repaired. Amazing strength and durability!



KEEP YOUR BOAT SHIPSHAPE! S-W PLEASURE CRAFT FINISHES

In salt water or fresh, your boat will retain its beauty and value longer with S-W Pleasure Craft finishes—formulated to withstand the hardest marine service. Ask us about the complete line, backed by Sherwin-Williams' 92 years of technical experience.

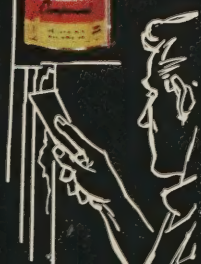
- Stains • Spar Varnish • Fast-Dry Sealer
- Non-Skid Compound • Fast-Drying Metal Primer
- Engine Enamel • Hull, Deck and Topside Enamel
- Anti-Fouling Bottom Enamel



MODERNIZE OLD
STYLE WOOD
Dexall
Wood Bleach



WINDOW GLAZING
THAT "STAYS PUT"
Dexall
Glazing Compound

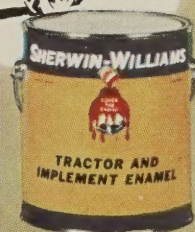


WONDERFUL
"WOOD-FIXER"
Dexall
Wood Patch



SPECIAL S-W PAINTS FOR MODERN FARMS

BARN SPARKLE with color and are lastingly protected when you use S-W Commonwealth® Paint—high-quality exterior finish for all types of farm buildings. One coat lasts for years! Your choice of red or green—attractive, practical and—above all—durable!



FARM EQUIPMENT looks new and stays new under protective S-W Tractor and Implement Enamel. Easy to apply, covers in one coat, dries quickly, and gives long-lasting protection to both wood and metal. Colors closely match those originally used by leading implement manufacturers.

REFLECTIVE BRILLIANCE

that insulates and protects . . . S-W Aluminum Spar Enamel No. 29. Excellent hiding power, long-lasting protection from sun, heat and cold. For metal buildings, metal roofs, tanks, pipes, and hundreds of other applications. Brushes or rolls on quickly and easily over concrete or brick surfaces . . . inside or out. Economical, too.



DOUBLE PROTECTION FOR ROOFS

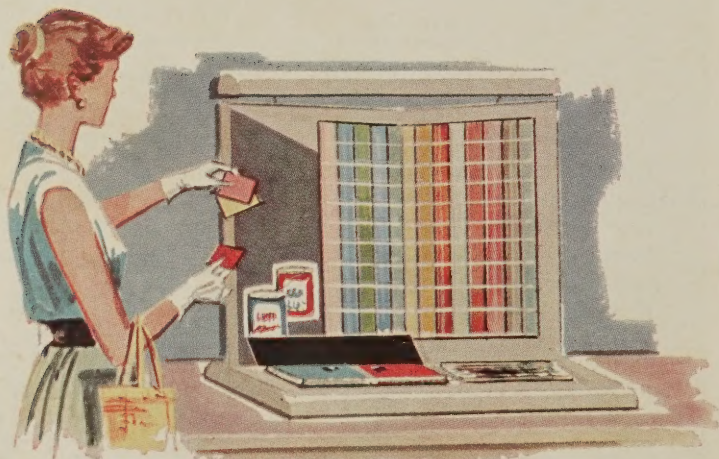
—with S-W Asphalt-Aluminum Paint.

New, different—better! Black asphalt fills in cracks and crevices with a waterproof, durable, elastic body that can expand or contract in heat or cold without cracking. Top finish of aluminum reflects heat away and seals the asphalt base. Both asphalt and aluminum are mixed in the can and go on with a single application. When applied, however, the aluminum floats to the surface—for a "two-ply" combination of protection and beauty. Nothing else like it!



YOU'LL BE GLAD YOU CAME INTO OUR STORE . . .

Every day, we hear customer after customer tell us about the wonders of Sherwin-Williams Paints and all the helpful free services we provide to make sure each customer is thoroughly pleased. When you come in to see us about painting, we'll advise Sherwin-Williams every time . . . and you'll be glad we did!



Choose your samples of interior colors
from our Color Cascade



Borrow our Color Harmony Guide
for interior decorating



Color-style the exterior of your home
with the Color Selector



Learn the truth about house paint . . . free
16-page book, "Facts On House Painting"